

In this issue **GROWING PAINS COSBY SHOW WHO'S THE BOSS**

No.
294
October
1986

MAD

OUR
PRICE
75p
Cheap!
(I.R. £1.12)

HOT TV ISSUE



THE HEAVY-WAIT IS OVER!



ON SALE NOW WHEREVER LOW BLOWS ARE DELIVERED! GO FOR IT!
THE KNOCKOUT MAD...DON'T LEAVE LARRY HOLMES WITHOUT IT!



NUMBER ONE IN A FIELD OF ONE

"It's no wonder politicians don't listen to their conscience. They don't want to take advice from a total stranger."
—Alfred E. Neuman

RONALD C. LETCHFORD publisher & editor**BABS LETCHFORD** associate editor **ASHLEY CHARLES** production**CLIVE CHARLES** subscriptions**CONTRIBUTING ARTISTS AND WRITERS***the usual gang of idiots*

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side of14

DON MARTIN DEPARTMENT

One Thursday Morning On East 12th Street.....20

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy.....19

LETTERS AND TOMATOES DEPARTMENT

Random Samplings Of Reader Mail..... 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones..... **

MR. MOM-A-MIA DEPARTMENT

"Boob's The Boss?" (A MAD TV Satire)..... 4

PAST THEIR PRIME DEPARTMENT

Whatever Became Of . . . TV Character Edition21

SCORN ON THE COS DEPARTMENT

"The Cosby Show" Nasty File.....12

SERGIO ARAGONES DEPARTMENT

A MAD Look At "Hands Across America" Attempt..... 9

STATUES OF LIMITATIONS DEPARTMENT

TV Emmy Awards We'd Like To See.....26

THE MALADY LINGERS ON DEPARTMENT

TV Theme Songs24

THICKE TO OUR STOMACHS DEPARTMENT

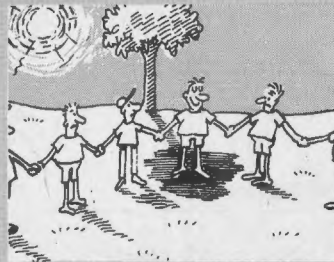
"Groaning Pains" (Yet Another MAD TV Satire).....28

** Various Places Around The Magazine

COVER ARTIST: MORT DRUCKER

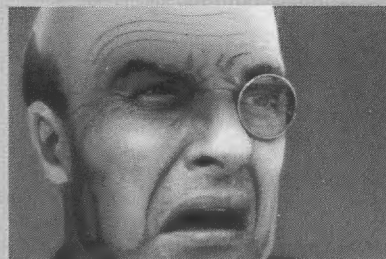
COVER IDEA: THE EDITORS

"BOOB'S THE BOSS?"
(A MAD TV SATIRE)
Pg.4



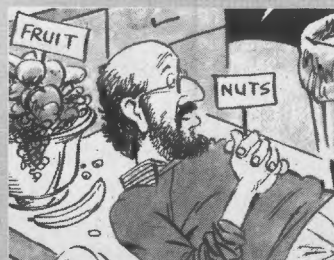
A MAD LOOK AT HANDS ACROSS AMERICA
Pg.9

DAVE BERG'S THE LIGHTER SIDE OF ...
Pg.14



WHATEVER BECAME OF ...?
Pg.21

TV THEME SONGS
Pg.24



"GROANING PAINS"
(A MAD TV SATIRE)
Pg.28

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**"MOONFIGHTING"**

Dear Mad,

I enjoyed your TV Satire "Moonfighting." This show puts to rest the old ventriloquist's rule which states that the act will best succeed by using only one dummy!

Tom Takach

MESSAGE FROM DOWN UNDER

Dear English MAD,

Gudday, I'm an Australian. My Mum was in London in April. She brought some of your MADs home for me. They were as good as the rubbish we put up with here!!

Jim Allen

Victoria, Australia

**"ALL-WHITE SONG"**

Dear Mad,

I read your "All-White Song" and I think it was rude to make fun of blacks like you did. There are a lot of funny things in MAD and you don't have to put down an entire race of people to get laughs. You make a real good magazine without all that stuff in it.

Jamie Copeland

Dear Mad,

I just read your parody "All-White Song." It's good to see MAD is still tackling tough issues by taking a strong stand against apartheid. The only sad thing is there are probably some idiots out there who don't understand satire and will accuse you of being bigoted yourselves. As a longtime MAD fan, I love having a few good laughs at the expense of dictators, fanatics and racists!

Lou Lisani

A MAD INFLUENCE ON YOUTH?

Dear Mad,

Your magazine has had a wonderful effect on my son. Because of all the political references he didn't understand, he now watches the evening news. From learning about current events, he can now understand the satire in MAD. I read it too, and think MAD is an underrated publication deserving of more recognition!

Julie McClure
Bradenton

MAD MAIL

ONE-ARMED ALFRED

Dear Mad,

At a fair I went to recently, I saw a "One-Armed Bandit" machine with faces of Alfred E. Neuman on it. If you managed to get three Alfreds in a line you would win 20p. Can this be right? I thought he was a born loser!

Jonathan Aird

London N.19.

You'll probably find there's only two Alfreds in the machine!

COVER-UP

Dear Mad,

Liked the cover of MAD 292 but would love to see the rest of Alfred's face this size! I tried placing the cover alongside a mirror which provides me with a full width face but I still need the hair and chin!!

Dennis Simpson

Salford

Dear Mad,

We are quite new to your magazine and we think it is great. In issue 289 you printed a copy of the cover of No.3. We were wondering if you could do the same with No.1 as we would love to see what the first cover was like.

Graham Jones and Shay Brennan
Dublin

We can do better than that, we still have a FEW copies of our Jubilee Special @ 2.50 which includes a reprint of issue No.1.



Drucker draws himself

BIG DEAL!

When someone at MAD wins an award, we think it's a big deal. Mort Drucker, our own master of movie satires, recently beat out 77 other artists to win the National Cartoonists Society's prestigious Reuben Award for his work in MAD! Congratulations, Mort, and like we said—Big Deal!

A COUPLE OF GEMS

Dear Mad,

As the writers of "The Jewel Of The Nile," we were relaxing in our office when none other than mysterious Arab Omar Khalifa barged in, tied us up and committed the most heinous of crimes . . . he made us read "The Fool Of The Nile" in MAD 290!!! Please save us from this slow death! We can't last much longer!

Mark Rosenthal

Larry Konner
California

MORON MAIL

Dear Mad,

In Al Jaffee's "Snappy Answers to Stupid Questions In A Video Rental Store," when the customer asked if the films were dirty, the clerk should have replied "No, we had them dry cleaned this morning!"

Robert Erck
Lombard

Al didn't use that line, Robert because MAD is a humour magazine!

UNMISTAKABLY MAD

Dear Mad,

You morons finally had a mathematically correct article! In "Why 999 Shoppers Out Of 1,000 Never Collect Those Manufacturers' Rebates" all of the numbers actually add up to 999! I couldn't believe it! Congratulations on what must be a first!

Matt Cohen

That's right, Matt, we've finally cleaned up our act and you won't be seeing any more mistakes in these pages, Hoo Hah!

HELP!

For Sale: Issues 132 to 234. In pristine condition. SAE to Simon Bratt, 46d Selborne Road, Ilford, Essex.

For Sale: Issues 195 & 246 (American) and issues 215 to 260 (except 224). Offers to Jon Ewing, 47c Prickwillow Road, Ely, Cambridgeshire.

Wanted: Any of the following—Issues 200-202, 204-216, 221, 227-229 and 235-236. Good price paid. Stuart Fry, 23 Crusoe Road, Mitcham, Surrey.

WHY KILL YOURSELF?



JUST
BECAUSE YOU MISSED THE
LAST ISSUE
AT THE NEWSSTAND?

PLACE A REGULAR ORDER
OF

MAD
WITH YOUR NEWSAGENT!

Dear Mr. Newsagent,

Please reserve/deliver a copy of
MAD Magazine each month until
further notice.

Name

Address.....

Mr. Newsagent, if you have difficulties
in obtaining supplies of MAD please
contact the Distributors: Moore
Harness Ltd., Norman Road,
Thurmaston, Leicester.

Only a few left . . .

That's right, only a few World War
I veterans are left . . . however,
there's still plenty of MAD Back
Issues left at the new price of 60p
each (including postage) Please
give alternatives with your
selection.

- 60p (Includes Postage)
- 237 The Ultimate Horror Movie/
Magnum P.I.
 - 238 Raiders Of The Lost Ark
 - 239 Outland
 - 240 For Your Eyes Only
 - 241 Mad's Video Games
 - 242 The Man Behind Pop
 - 243 Hill Street Blues
 - 244 Mad Max II/Academy Awards
 - 245 The Great American Hero
 - 246 Starring At The White House
 - 247 The Fall Guy
 - 248 M*A*S*H/Death Wish II
 - 249 Rocky III
 - 250 Conan The Barbarian
 - 251 E.T.
 - 252 Startrek II/Little Annie
 - 253 The Poltergeist
 - 254 Officer & A Gentleman/
Private Benjamin
 - 255 Simon & Simon/The Verdict
 - 256 Tootsie/The Dark Crystal
 - 257 Minder
 - 258 Knight Rider
 - 259 Return Of The Jedi/"A" Team
 - 260 Superman III
 - 261 T.J. Hooker
 - 262 War Games
 - 263 Phsyco. II/9 to 5
 - 264 Staying Alive/Newhart
 - 265 Trading Places/Risky Business
Flash Dance
 - 266 The Right Stuff
 - 267 Scarface
 - 268 Yentl/Remington Steele
 - 269 The Gremlins/Cheers
 - 270 The Young Ones/A.E.N. Show
 - 271 Indiana Jones/Splash
 - 272 Startrek III/Scarecrow & King
 - 273 Hardcastle & McCormack
 - 274 Things To Say
 - 275 Ghostbusters/Purple Rain
- 70p Each (including postage)
- 276 Rock Issue
 - 277 Superwoman
 - 278 All Of Me/Mike Hammer
 - 279 Dynasty/Beverley Hills Cop
 - 280 The Cosby Show
 - 281 Witness
 - 282 Computer Special/Academy
Awards For Teenage Movies
 - 283 The Goonies
 - 284 Rambo
 - 285 Back To The Future
 - 286 Cocoon
 - 287 Miami Vice/Murder She Wrote
 - 288 Rocky IV
 - 289 Family Ties/Little Darlings
 - 290 East Enders/Jewel Of The Nile
Young Sherlock Holmes

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having your copies of
MAD floating
around with
nowhere to go. . .



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Binders. Each binder will hold 12
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SUMMER '86

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No.7 Spy Vs Spy II
No.8 Dave Berg I
1.95 Each
No.9 Al Jaffee II
No.10 Aragones II

MAD JUBILEE SPECIAL

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MAD EXTRA '82
Bound copies for 1982
4.95 inc. Postage

Suron International Publications
44 Hill Street, London W.1.

You may think that in the world of network television, ABC stands for the "American Broadcasting Company." But judging by one of its current shows, ABC must really mean "Another Boring Comedy"! This alleged sitcom is all about a career woman, her ex-jock housekeeper, and her sexpot mother. All three are equals—they're all idiots! So, no matter who's in charge, can't we say that the...



My name is **Toenail Missilly!** In dis house, I do all da **cookin', cleanin', washin', ironin', and baby-sittin'.** Dat's how I stay in such **good shape!** Not from da **work,** but from **defendin' myself** from da **name-callin'** when I tell my **street buddies** I cook, clean, wash, iron and baby-sit for a livin'! Dose guys say I only got **brawn,** but they're wrong! I got **muscles,** too!

I'm **Angina Bowser,** a very successful advertising executive, and I'm proud to be a **working woman!** I'm living proof that women don't have to **stay at home** and do **menial, unrewarding housework!** I'm proof that women can do something **really important**—like hiring a man to do their **menial, unrewarding housework!**

I'm Angina's mother, **Moona Robinthecradle!** My philosophy on men can be summed up in one word: **YES!!!** I don't want to say that I'm **preoccupied with sex,** but why don't you stop reading this balloon and kiss me!



I'm Angina's son, **Jogathan!** I'm glad my mother hired Toenail 'cause he's **better** than any **father** I ever heard of! When I get a **C+** in school, Toenail says he's so proud to have a real **"Einstein"** living in the house!

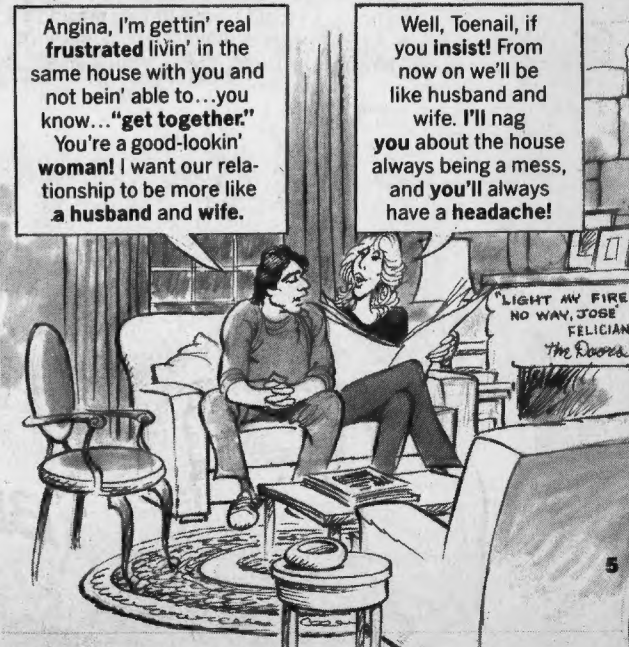
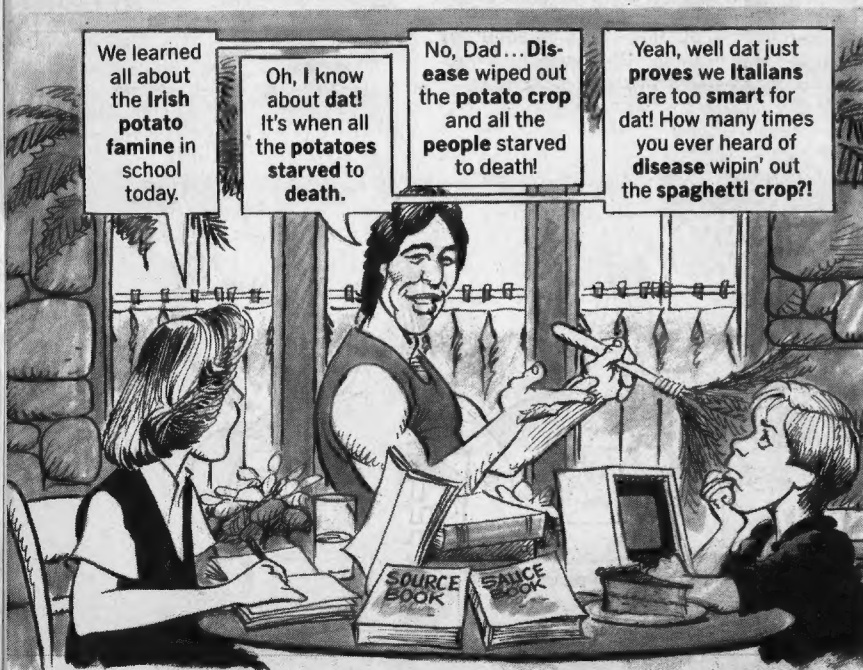
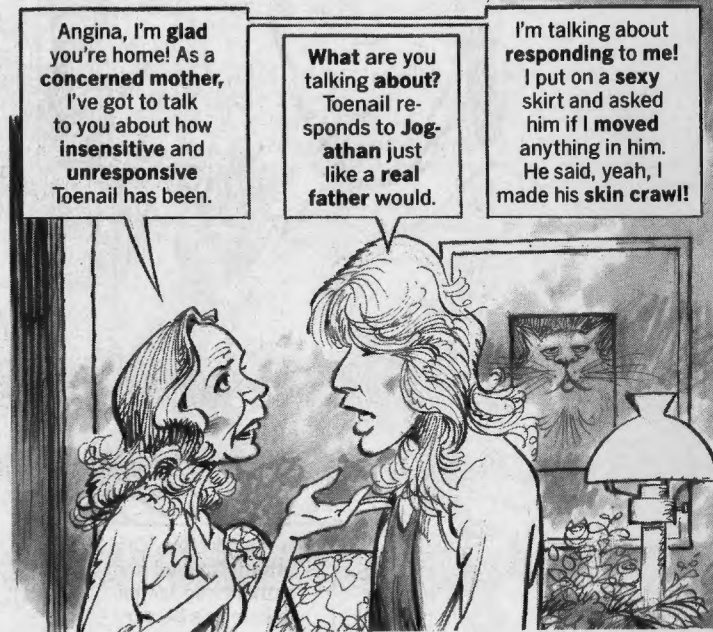
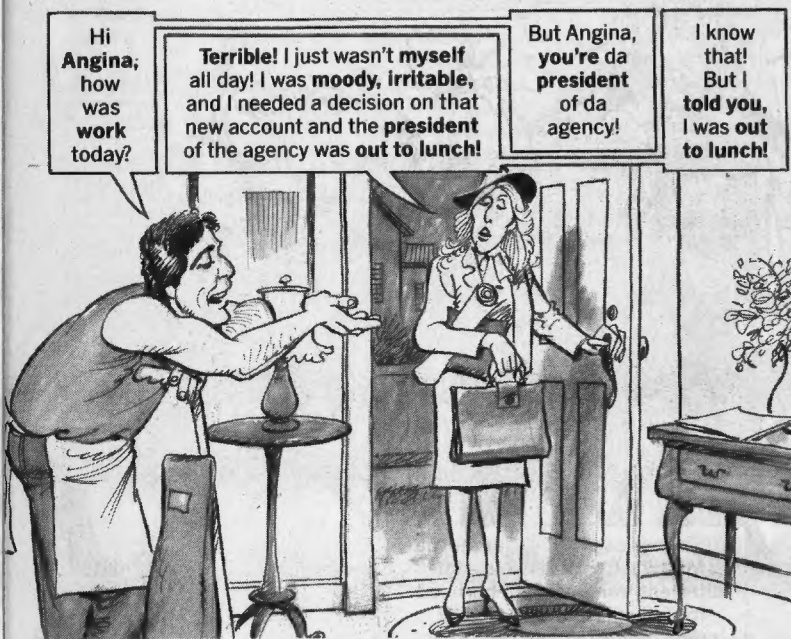
I'm Toenail's daughter, **Cementha Missilly!** Connecticut is a lot different from the neighborhood my father grew up in! He left **crime, pollution, people throwing garbage out the windows** and **street gangs** to move up here. But that says a lot about my father! **Giving up the things he likes best** just for us!

Q: DECKER

BOOB'S THE BOSS?

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE



Angina, c'mon in! Dese are my poker paisanos! Meet Sal the Stevedore, Pasta Pauli, Big Nick, Little Nick and Teddy the Teamster, Junior.

You like their names?

I'm talking about their undershirts! With the spaghetti sauce stains, it's kind of a "Ragu Rainbow" effect!

How colorful!



Hey, Big Nick! Dese meatball sandwiches your old lady Meg made us are pretty good!

Dat's the problem. When I get home tonight, I won't have any good reason to slap her around!

Hey, dat's reason enough! A woman who don't give you no reason deserves to be slapped around!

Toenail, could I see you for just one moment?



Toenail, I don't think your friends should come around here anymore.

Hey, whadda ya talkin' 'bout? Doze guys are my buddies! We're not hurtin' the house! We're not hurtin' the kids! Who we hurtin'?

Just the image of millions of Italian-Americans!



Mr. Missilly, I'm Miss Primnose, from the Office of Child Welfare. I understand you're providing child care here and I've been sent to check on your qualifications.

Well, I dunno about no qualifications, but I ain't heard no complaints from anybody dat lives in dis here house!

There's also a criminal charge.

What criminal charge?

Murdering the English language!



I will give you a field evaluation. If you pass, you can care for the children. If you fail, someone else will have to care for them.

Gee, that's a pretty stupid idea.

I'm a civil servant! We're specially trained to come up with stupid ideas!



So dat's da story! If Miss Primnose decides I ain't qualified, I won't be able to take care of da kids anymore!

Look on the bright side. If you leave, you can probably make a lot more money as a male stripper.

They don't have clubs like that around here, Moona!

Who's talking about clubs? I'm talking about upstairs in my apartment!



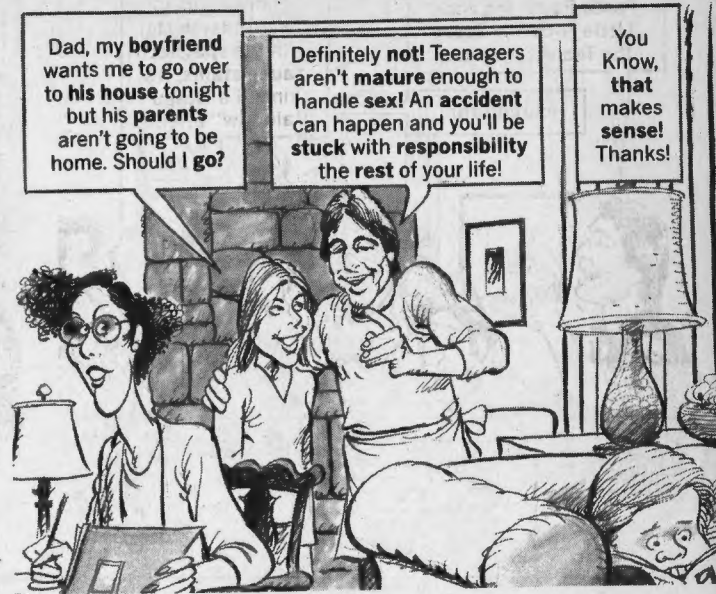


OK, Mr. Missilly, let's see what you'd prepare as a typical breakfast.

First, I'd get some potato chips, some onion dip, Goobers, and a can of soda...

That's what you'd give the children for breakfast!?

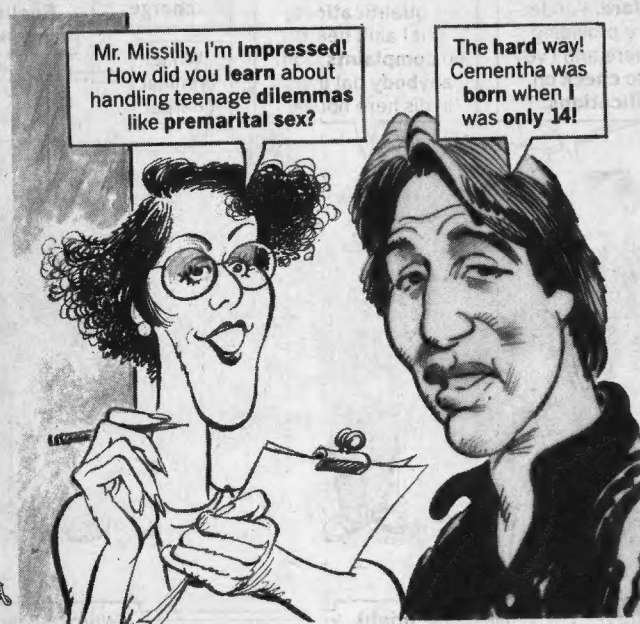
Dad's what I'd give me for breakfast! The kids get OJ, cereal, toast—growing kids need nutrition to develop their brains. For me, it's too late for dat!



Dad, my boyfriend wants me to go over to his house tonight but his parents aren't going to be home. Should I go?

Definitely not! Teenagers aren't mature enough to handle sex! An accident can happen and you'll be stuck with responsibility the rest of your life!

You know, that makes sense! Thanks!



Mr. Missilly, I'm impressed! How did you learn about handling teenage dilemmas like premarital sex?

The hard way! Cementha was born when I was only 14!

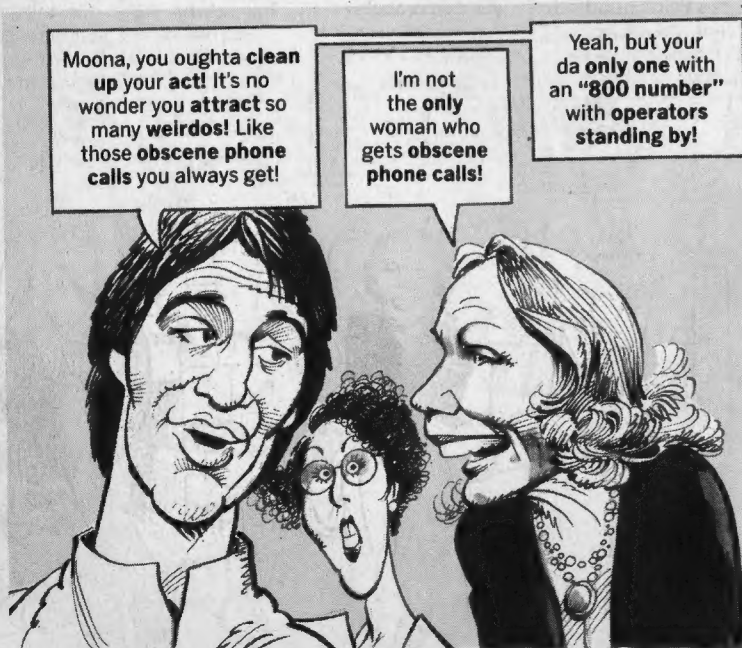


Got another hot date tonight, Moona?

It's not a date, but it'll be hot! I'm going to my friend Trudy's cremation!

Moona, that's disgusting!

No, that's opportunity! Trudy's leaving behind a handsome, healthy and suddenly-available husband!



Moona, you oughta clean up your act! It's no wonder you attract so many weirdos! Like those obscene phone calls you always get!

I'm not the only woman who gets obscene phone calls!

Yeah, but your da only one with an "800 number" with operators standing by!



Boy, I'm beat! We spent another whole day trying to come up with a catchy slogan for that new beer account.

How about, "It's satisfying from first burp to last belch!"

Toenail, that's crude and repugnant!

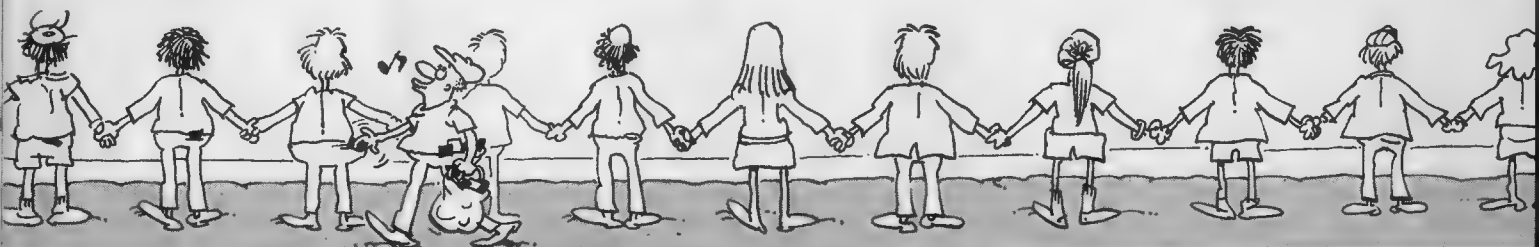
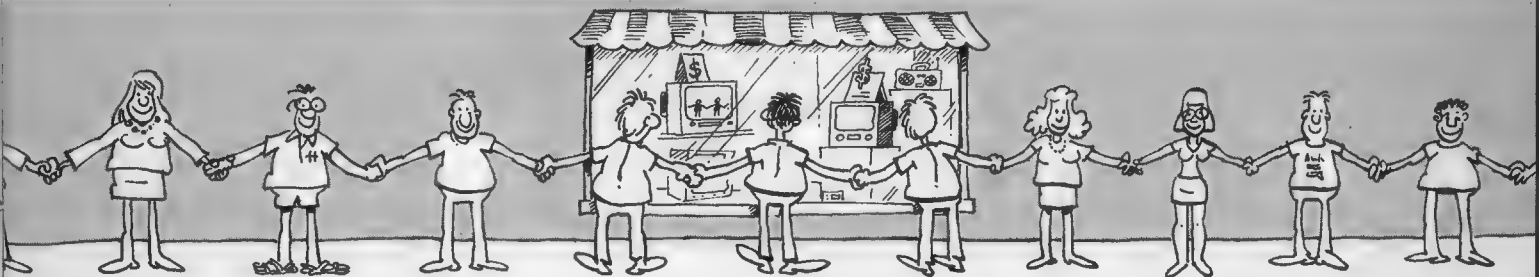
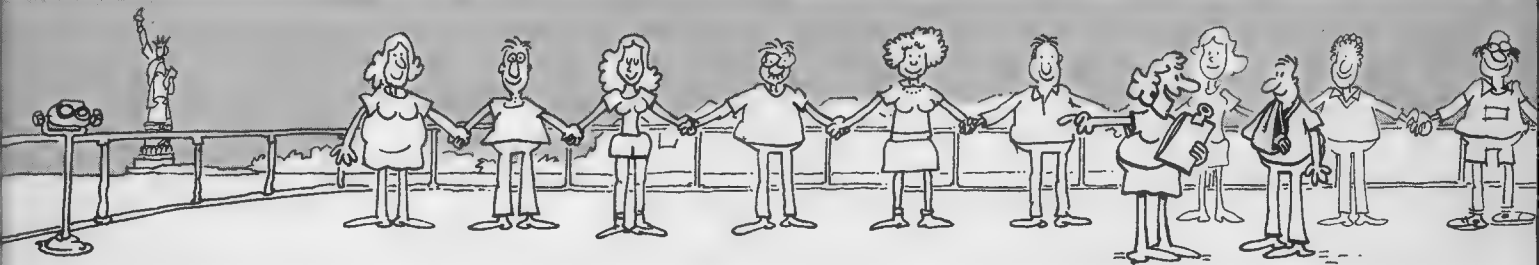
Wow, my first try at advertising and I score a bull's eye!

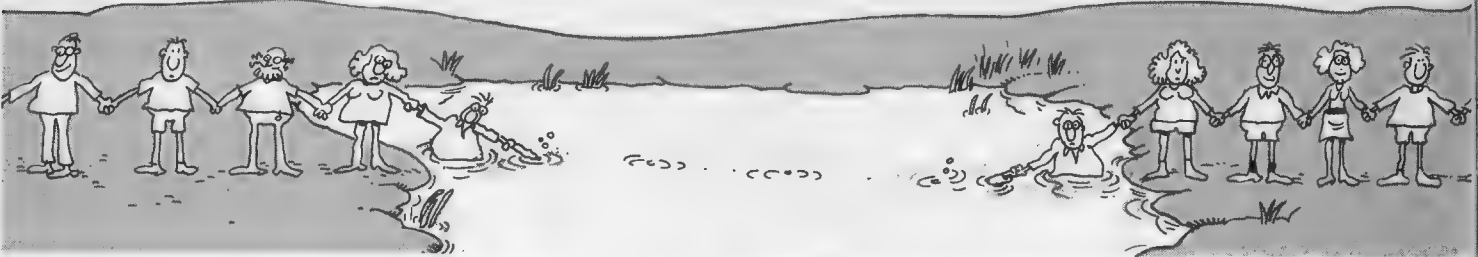
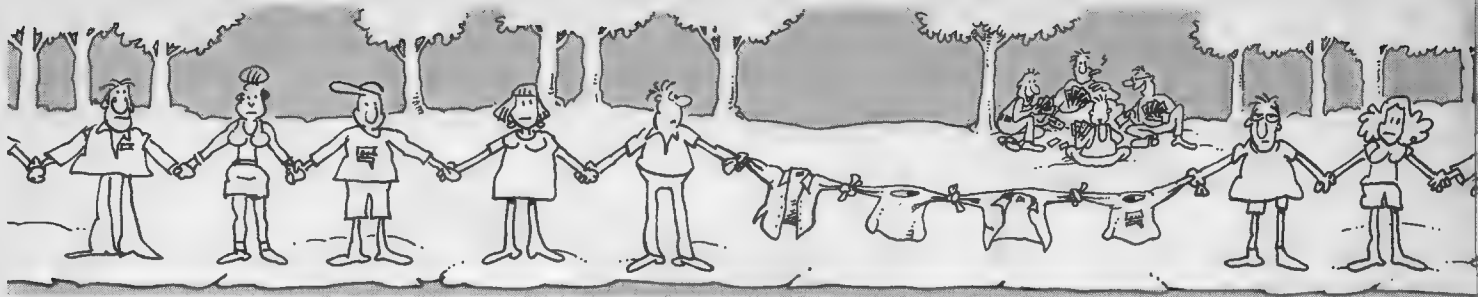


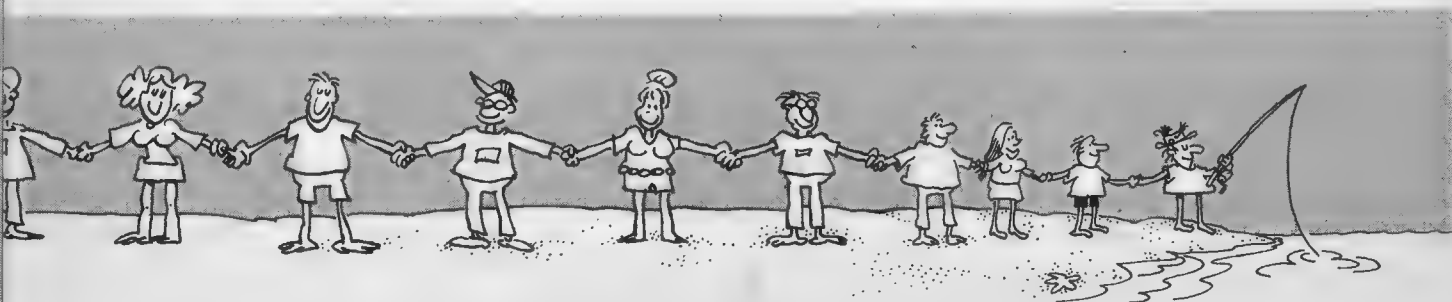
A MAD LOOK AT HANDS ACROSS AMERICA



ARTIST AND WRITER: SERGIO ARAGONES



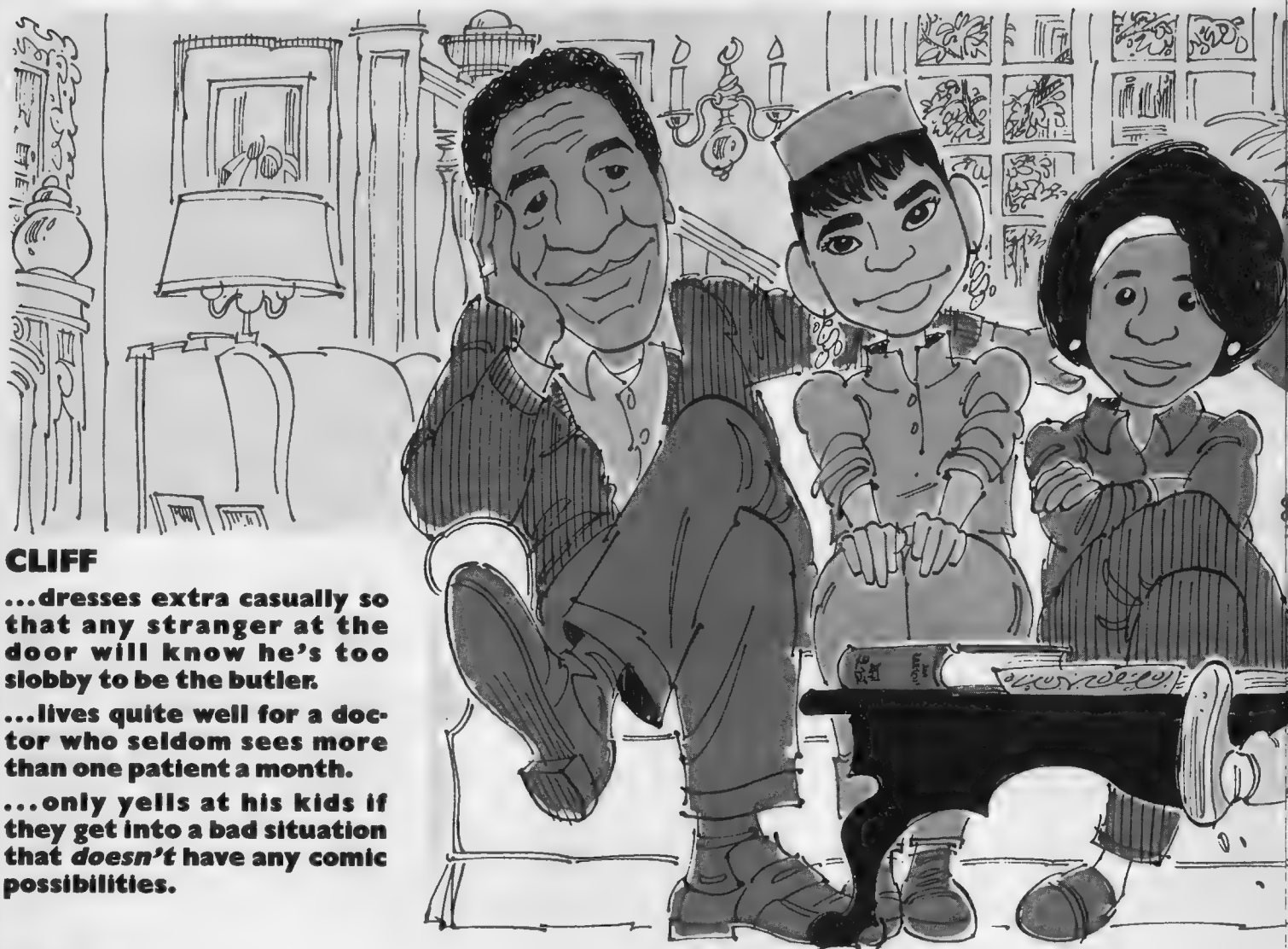




SCORN ON THE COS DEPT.

Once a year, *MAD*'s evil staff rounds up a new collection of revered celebrities and hallowed institutions, and then takes pot shots at them in our annual Nasty File. Normally, we have to search the earth for victims so beloved that no one but us would dare to in-

The COSBY SH



CLIFF

...dresses extra casually so that any stranger at the door will know he's too sloppy to be the butler.

...lives quite well for a doctor who seldom sees more than one patient a month.

...only yells at his kids if they get into a bad situation that *doesn't* have any comic possibilities.

GRANDPA HUXTABLE

...avoids portraying a racial stereotype by depicting a dull, whiny, forgetful old Senior Citizen stereotype.

...displayed his one and only outburst of humor over 45 years ago when he decided to name his son Heathcliff.

...is the sort of man who makes his grandchildren thankful that he lives across town.

DENISE

...has a good head on her shoulders, but it belongs to her boyfriend.

...seems less like a member of the family and more like someone who's just there haunting the house.

...manages to make a "fashion statement" on every show. And that statement is: "PLEASE HELP ME!"

VANESSA

...looks perpetually worried—as would any girl who knows that she's doomed to be next in line for Denise's hand-me-downs.

...sometimes suffers from an identity crisis because people tend to confuse her with the wallpaper.

...scores points for equality by being as vapid as any white kid on a sit-com!



sult them. But this year, we got lucky. The Nation's sweethearts are all together, right under our noses—on television! And they've got about as much chance for mercy as a long-tailed cat in a roomful of rockers when we begin firing away with a special edition of MAD's

OW Nasty File

ARTIST: PAUL COKER WRITER: TOM KOCH



CLAIR

...makes decisions that are intelligent, rational, and level-headed—except when choosing a husband!

...has the whole world waiting to hear her secret for keeping a big house overrun by kids spotless without ever cleaning it.

...is caring, sensitive, honest and forthright, and therefore a lousy lawyer.

RUDY

...would be worth about \$50 on the open market, figuring ham at \$1.29 a lb.

...keeps her hair braided so tightly that the tiniest vibration could make her eyes pop out completely.

...should plan to elope with Emmanuel Lewis when she grows up since they obviously deserve each other.

THEO

...is clumsy, stubborn and slow—in other words, just like his father.

...consistently ranks near the top of his class, but only alphabetically.

...helps the world appreciate teenagers for what they really are—deceitful, lazy and oversexed.

THE HUXTABLE HOME

...houses a small fortune in fragile furniture and a gang of fumbling children.

...is the type of well-kept New York brownstone that J.R. Ewing would live in—if he could afford it.

...is the only house in Manhattan that has both (a) a basketball hoop on the garage, and (b) a garage.

BREAKING HABITS



BERG'S-EYE VIEW DEPT.

THE LIGHTS

ECONOMICS



SCHOOL SPIRIT



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

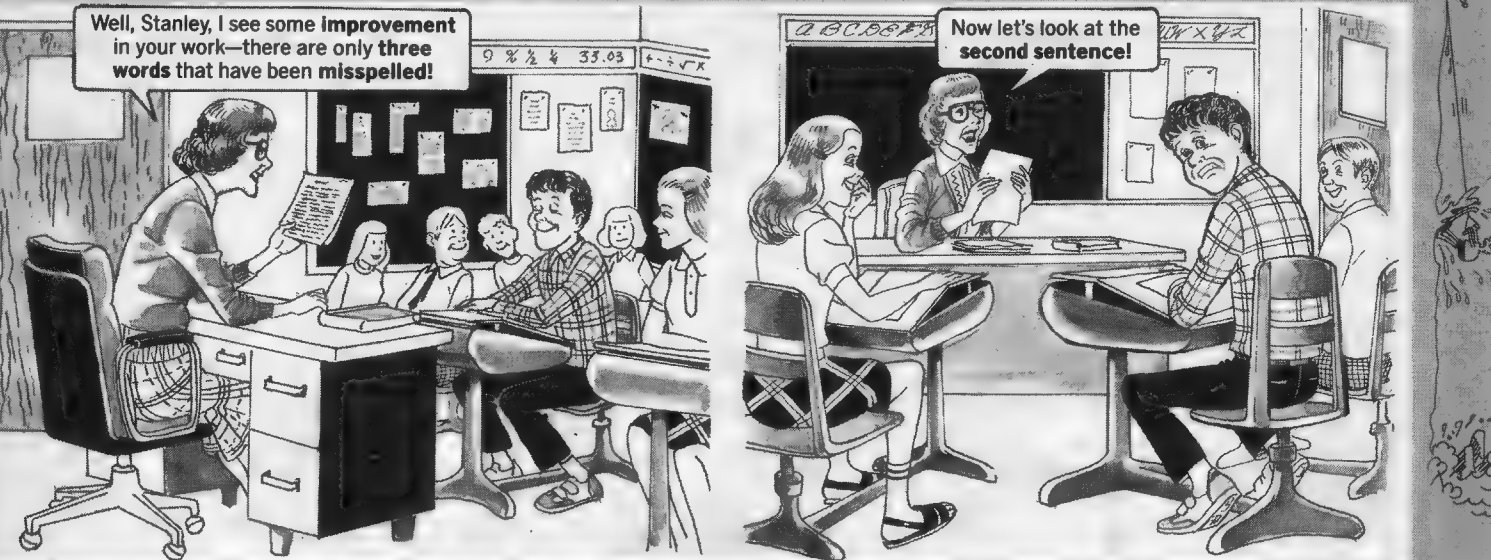
DIVORCE



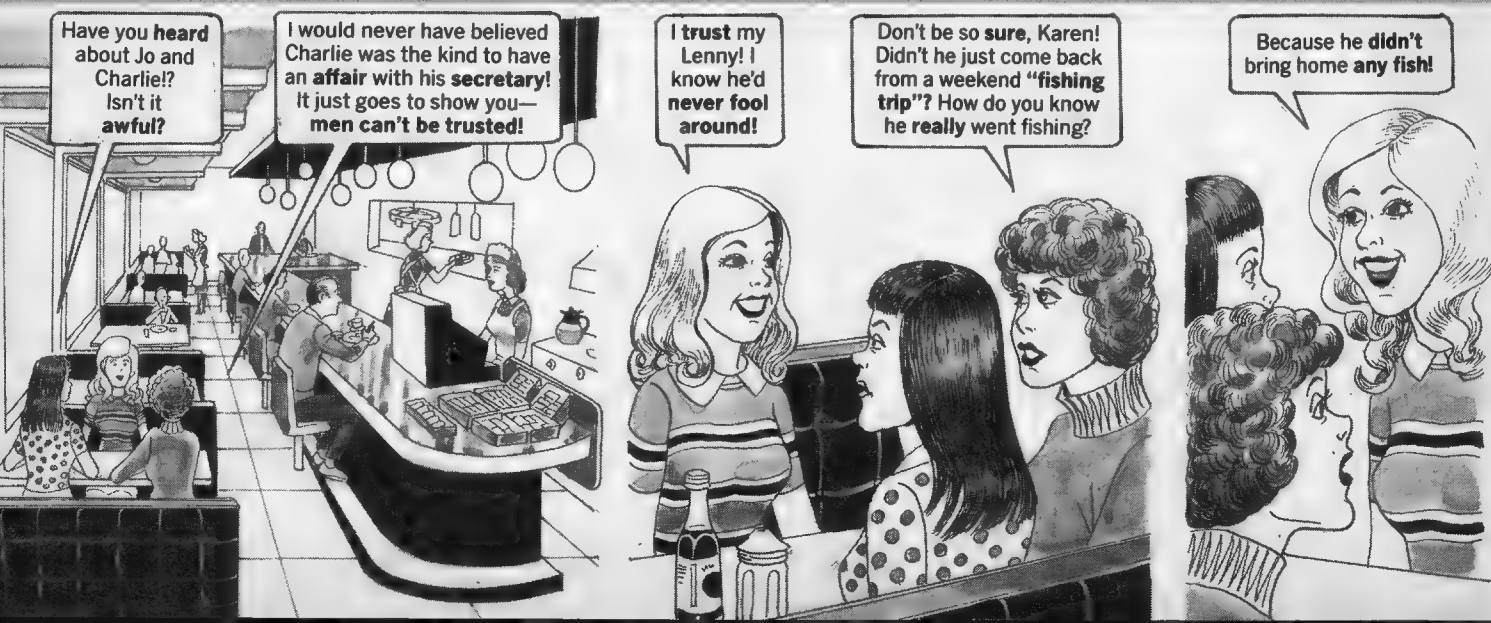
CRISES



IMPROVEMENT



TRUST





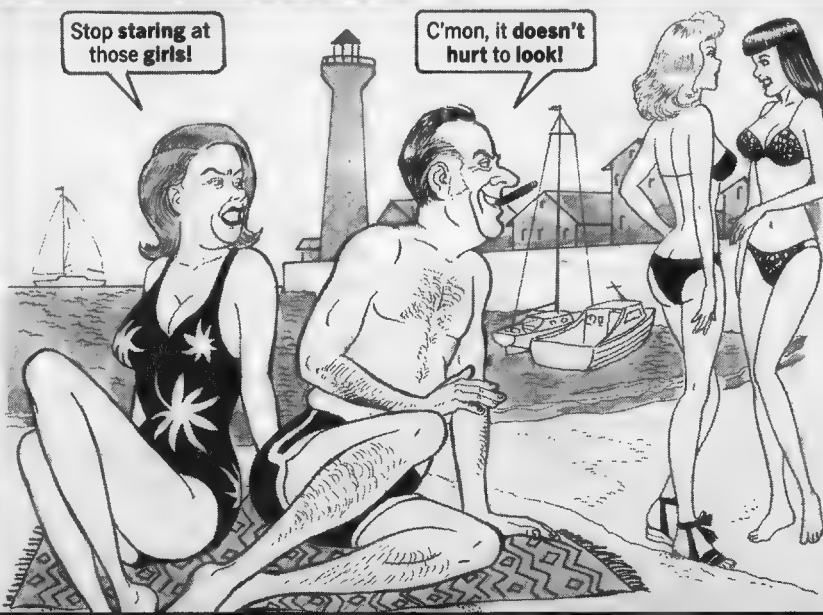
COOKING



CLEANLINESS



GIRL WATCHING



HIGHER EDUCATION

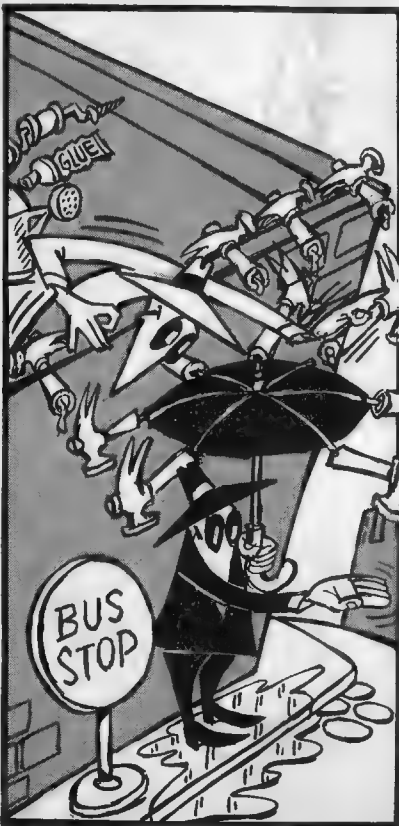
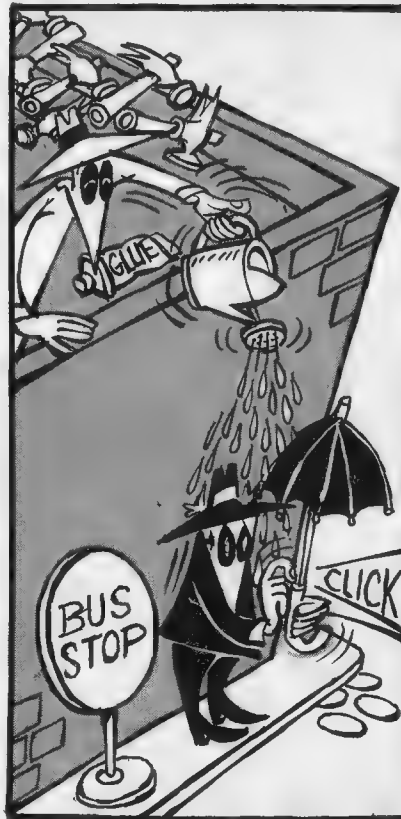
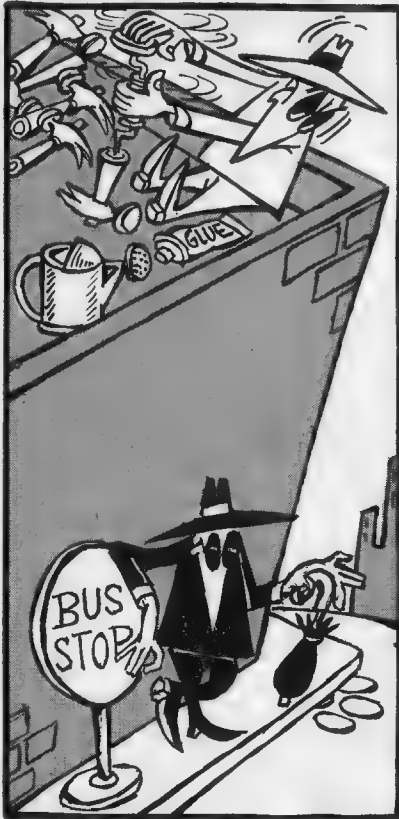
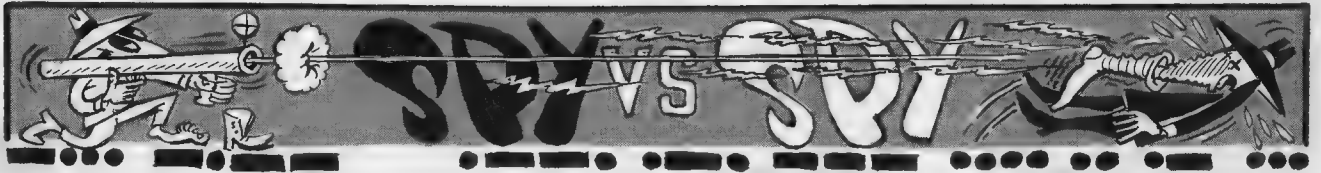


EGOS



DOCTORS







ONE THURSDAY MORNING ON EAST 12th STREET





GABE KOTTER



GILLIGAN



MOTHER

PAST THEIR PRIME TIME DEPT.

MAD'S WHATEVER BECAME OF... ?



ARCHIE BUNKER



FRED SANFORD



LAVERNE DEFAZIO



SHIRLEY FEENEY

TV CHARACTERS' EDITION



MAXWELL SMART



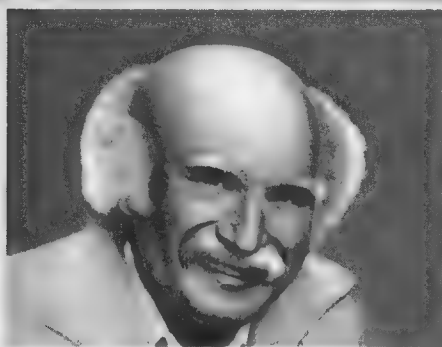
SUE ANNE NIVENS



TATTOO



COL. WILHELM KLINK



GABE KOTTER
(OF "WELCOME BACK,
KOTTER")

Kotter was successfully sued in 1981 by the parents of Epstein, Horschak and Barbarino, who claimed the only things their sons ever learned in his class were corny Henny Youngman jokes. Kotter was subsequently barred from teaching and now works as a hot-dog vendor in Yankee Stadium. In 1983, he sold a "wife gag" to Henny for \$10.



GILLIGAN
(OF "GILLIGAN'S ISLAND")

Following the castaways' ultimate rescue in 1972, Gilligan returned to the mainland and bumbled his way through a series of high-paying jobs obtained through the patronage of Millionaire Industrialist Thurston Howell III. Among his most recent positions: Chief of Operations at Three Mile Island, Safety Inspector for Amtrak, and P.R. Executive for rock star Prince.



ARCHIE BUNKER
(OF "ARCHIE BUNKER'S
PLACE")

Archie sold his saloon in 1984 and moved to Washington, D.C., where he now works as a Special Consultant to President Reagan's Affirmative-Action Program.

MAXWELL SMART
(OF "GET SMART")

Smart—Agent 86—became chief of CONTROL by default in 1975 when the spy agency was gutted by Congress in the aftermath of the Watergate scandal. In 1979, he was transferred to the State Department, where he now serves as head of the Middle Eastern Bureau's Embassy Security Division. He and his wife, 99, have two children, 41 and 35—now 13 and 9, respectively.



**LAVERNE DEFazio
AND
SHIRLEY FEENEY**
(OF "LAVERNE AND SHIRLEY")

Laverne DeFazio died tragically in a bizarre accident at a practical joke and novelty factory in 1979. Shirley Feeney, now 51, still works on the Shotz Brewery assembly line and still hasn't let a guy "go past first base."





COL. WILHELM KLINK
(OF "HOGAN'S HEROES")

After the Third Reich fell, Klink managed to escape the full wrath of the Nuremberg Trials (he was found guilty of nothing more than "comic ineptitude"). His whereabouts for the following two decades are still something of a mystery, but he did re-surface in 1968 to open a center for holistic health and assertiveness training in Big Sur, California. (It remains successful to this day.)



FRED SANFORD
(OF "SANFORD AND SON")

In 1983, Fred Sanford, the ne'er-do-well junk dealer from Los Angeles, became one of only three businessmen to sign up for the government's Nuclear Waste Site Program. After storing high-level waste plutonium for two years in son Lamont's old bedroom, Fred is now suing Uncle Sam for "a billion million gazillion dollars," claiming wrongful exposure to "atomic cooties." The case is being handled by close friend and "People's Court" watcher Grady Jackson.

MOTHER
(OF "MY MOTHER, THE CAR")

Son Dave Crabtree's financial setbacks forced him to sell Mother to an alcoholic steelworker, who rammed her into a tree off the Pennsylvania Turnpike in 1974. She was sold for scrap, melted down and now serves as a girder on the 12th story of an office building in Phoenix.



SUE ANNE NIVENS
(OF "THE MARY TYLER MOORE SHOW")

Sue Anne, the "Happy Homemaker" of WJM-TV in Minneapolis, moved up to her own cable show in 1977, where she was noticed by a Hollywood producer casting a new prime-time drama. She moved to L.A., but, after extensive screen-testing, lost the role—to Joan Collins. Sue Anne and her agent are now "in negotiations" with ABC, NBC, CBS and a dinner theatre near Akron.



TATTOO
(OF "FANTASY ISLAND")

Tattoo, Mr. Rourke's lecherous-but-lovable assistant, was left jobless with few real skills when Fantasy Island was invaded in 1983 by U.S. Marines seeking to prevent a Soviet takeover. He worked briefly as a porno movie actor in Tijuana, a department store lingerie salesman, and a cashier in a video game arcade—where he was arrested. He is now awaiting trial on charges of indecent exposure and lewd mumbling.

Old TV shows never die, they just go into syndication! Unfortunately, the same can be said for their ridiculous opening themes! With that in mind, MAD now looks back on four popular tunes you can hum, sing and quickly forget! Here's MAD's...

M*A*S*H



Those copters flying in once more
Bring in the wounded by the score;
So what's a little blood and gore
When Hawkeye's here with quips galore?
'Cause sewin' someone's gut up
Is fun when you're a cut-up,
And much more entertaining on TV!

Those bullet holes, they make a mess,
And open wounds, they just depress,
But Klinger in a see-through dress—
Well, that's the road to sure success!
When shrapnel's in the colon,
Just keep that laugh-track rollin'—
It's much more entertaining on TV!

The rules of M*A*S*H we all obey—
A GI's death is deemed okay
Unless it's getting in the way
Of Hawkeye cracking up B.J.!
Who cares if someone's dyin'—
We'll keep those wisecracks flyin'—
They're much more entertaining on TV!

TV TAC

THE MARY TYLER MOORE SHOW

Who can make it big...in her car-eer?
Who can reach the peak of fame
And sud-denly find...it's down-hill from here?
Well, it's Mar-y—and now we **know**...it!
Who'd...have..thought with all of her acclaim that—
She'd **blow**...it!
Rhoda stayed on top—
So did Ted Bax-ter;
Mary traveled on—
And soon they axed...her!
She nev-er..made..it..af-ter...all!

She can still bounce back—don't think she can't!
Even though it's now too late
For try-ing to get...a job on "Lou Grant!"
Maybe youthful roles...don't quite suc-ceed...now—
Maybe "Golden Girls"...is more her **speed** now!
She just might make it af-ter...all!



TIME SONGS

ARTIST: SAM VIVIANO WRITER: FRANK JACOBS

THE FLINSTONES

Flint-stones! What are **Flint-stones**?
They're a rip-off like you've **nev-er...seen!**
Flint-stones! Fighting **Flint-stones!**
They're "The Honeymooners" **lift-ed...clean!**
See...how...they keep battling all day through!
Let's..hope..some day...that Gleason will sue!
When..you...watch the **Flint-stones**—
You'll soon realize that Barn-ey
Is **no...Art...Carn-ey!**
It happens **ev-ry...time!**



Flint-stones! Flaky **Flint-stones!**
Where the animation's **for...the...birds!**
Flint-stones! Dig those **Flint-stones!**
When they talk, their lips don't **match...the...words!**
You'll...love...all their clever Stone Age schticks—
If..your..I.Q....is below 46!
Tune...in...to the **Flint-stones!**
Fred and Wilma soon will show..up
And **then..you'll...throw..up!**
It happens **ev-ry...time!**



THE TONIGHT SHOW



MONDAY

Here's the "**To-night..Show**"—
Wow! What a treat!
Till you **dis-cov-er**
It's a repeat...

TUESDAY

Here's the "**To-night..Show**"—
Seen coast-to-coast!
Carson won't **be..here**—
Shandling's your host...

WEDNESDAY

Here's the "**To-night..Show**"—
Some show we've got!
Ed's here as **al-ways**—
Johnny is not...

THURSDAY

Here's the "**To-night..Show**"—
Long may it reign!
Doc's here with **mus-ic**—
Johnny's in Spain...

FRIDAY

Here's the "**To-night..Show**"—
Still in high gear!
Starring **Joan Riv**-(oops)—
LOOK! JOHNNY'S HERE!

**For Outstanding Achievement In
Stretching A "Two-Hour Idea"
Into A Five-Part Mini-Series**

**Best Performance By An Actor
Or Actress In A Talk Show
"Plug" For A Failing Series**



STATUES OF LIMITATIONS DEPT.

TV EMMY AWARDS



**Best Dramatic Series Kept On By A
Network As An Example of "Quality
Programming"... Despite The Fact
That No One Ever Watches It.**



**For Outstanding Achievement In
Creating A Maudlin, Tear-Jerking
Scene In A SitCom When The Writers
Couldn't Think Of A Funny Ending**

**Outstanding Achievement In SitCom
Writing For The Best-Disguised
"Re-Working" Of An Old "I Love Lucy" Plot**



**Most Innovative Use Of A Car-Chase
Wind-Up In An Action/Adventure
Series To Cover Up Bad Writing**



WE'D LIKE TO SEE



ARTIST: MICHAEL MONTGOMERY

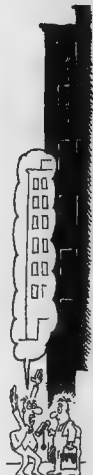
WRITER: MIKE SNIDER



**Best Scene Or Line Of Dialogue
Used Out-Of-Context In A Network
Promo To Make A Show Look More
Titillating Than It Actually Is**



**For Outstanding Achievement In
Packing A Dramatic Show Episode With
Over-The-Hill "Guest Stars" That
Nobody's Heard Of For Over Ten Years**



Around this time last year we featured a Sit-Com show about a successful black TV doctor and his family called "The Cosby Show". Not to be outdone ABC have come up with their answer to Bill Cosby —Alan (Thick by name and Thick by nature) Thicke! Unfortunately, his new show is giving us ...

G

Hi, I'm Jokeson Deseaver, ABC's answer to **Bill Cosby**—Which helps explain why **ABC** is **last** in ratings! Coz and I have a lot in common! We're both successful TV Doctors with families and we both have successful wives!

I'm **Ban**, the smart-assed nine-year old! Dad, you forgot to mention the **main difference** between **Cosby** and you!

It's obvious—I'm **White!**

More obvious than **that!** He's **funny!** Even his **Jello pudding commercials** get **bigger laughs** than anything you've ever done!

I'm **Muggie Deseaver!** I'm a sexy wife, a caring mother and a successful career woman! Despite all this, I **still** manage to be **bland** and **boring!**

I'm **Carob**, the 13-year old daughter! I wanted to be different than the **other nerds** on sitcoms, so the producers let me **wear glasses**. Creativity abounds on this show!

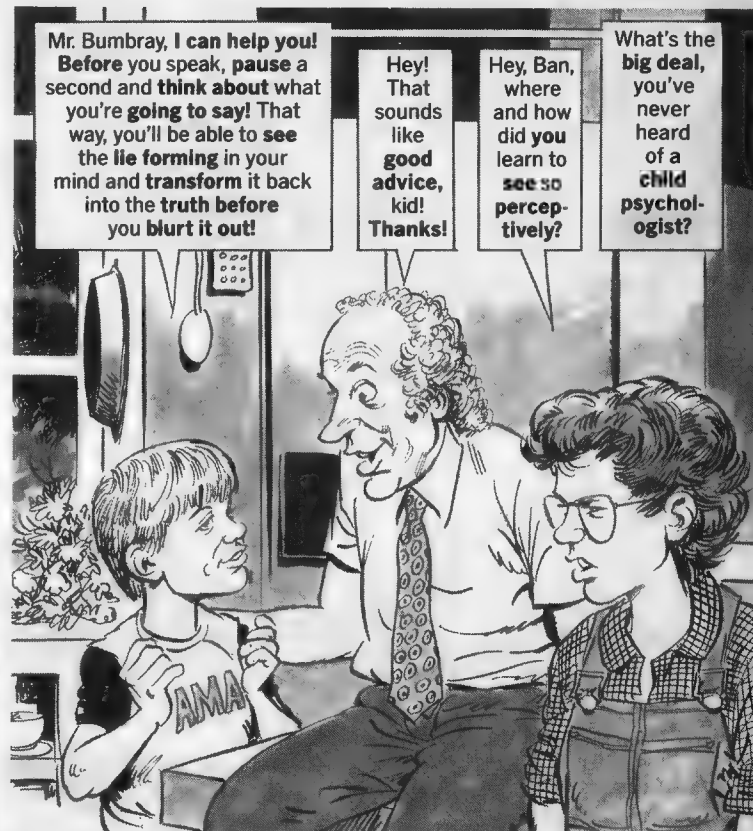
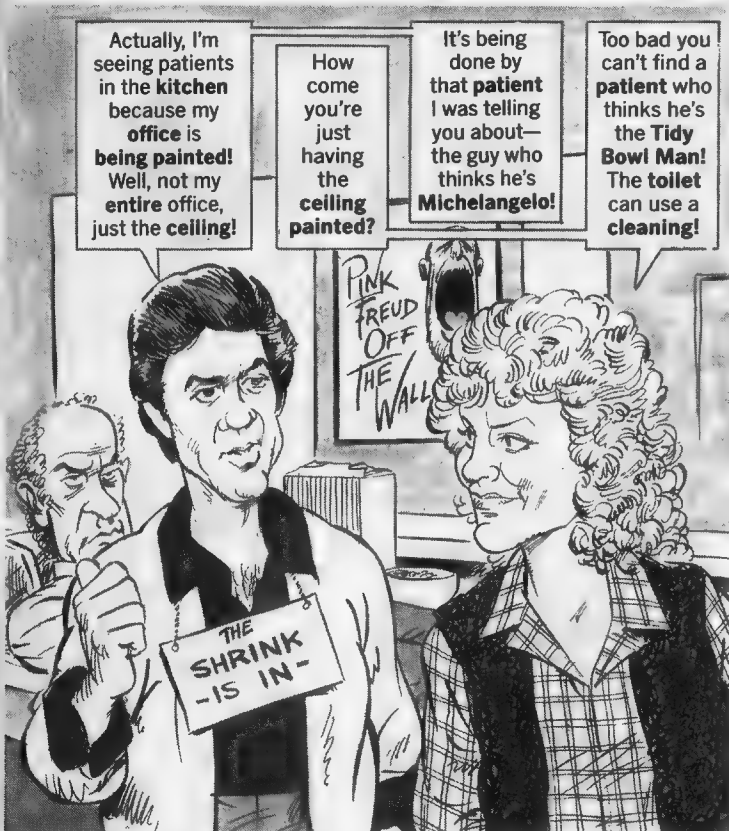
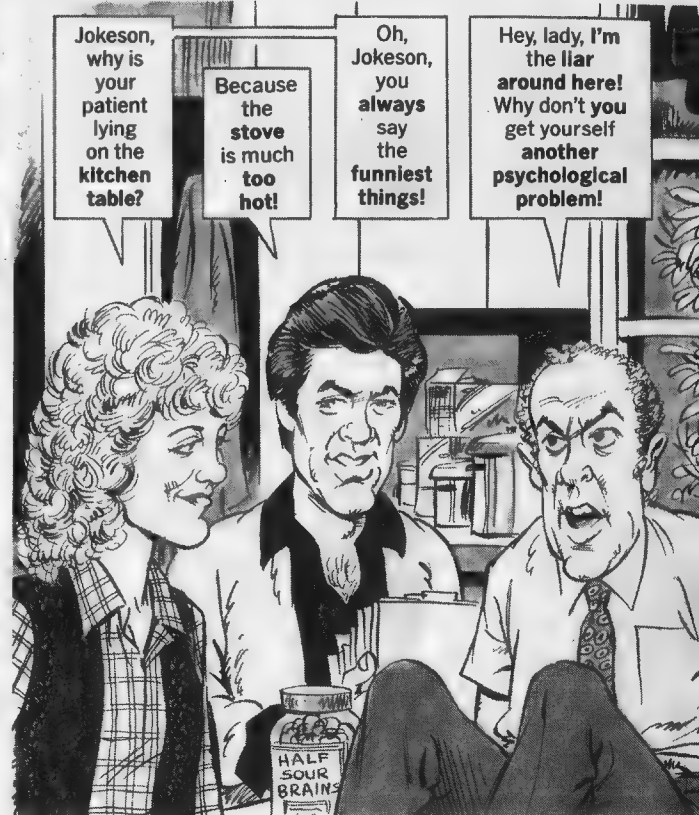
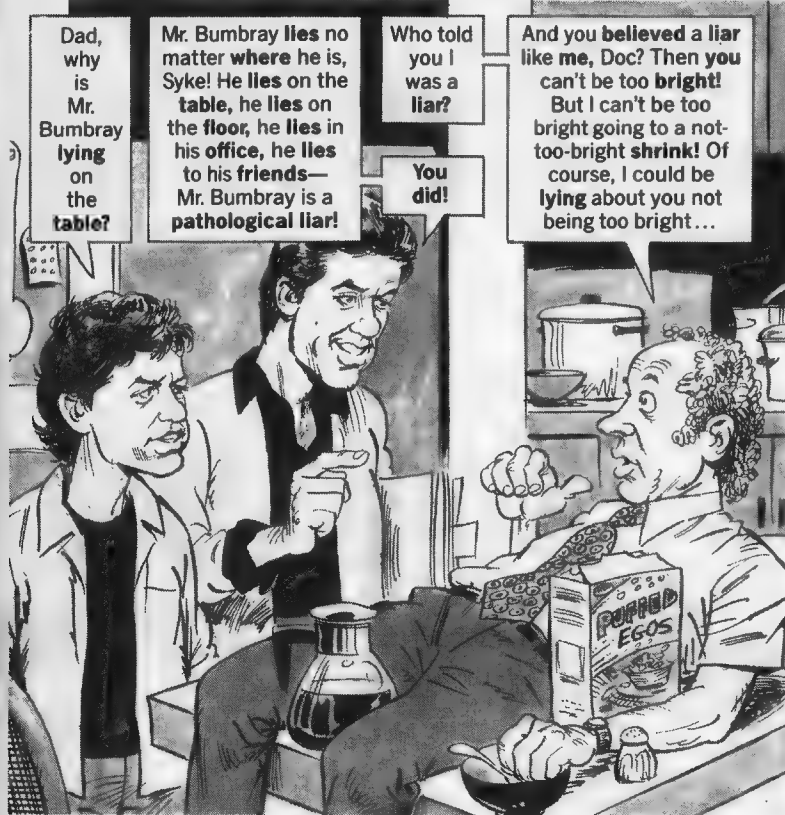
I'm **Syke**, their sex-hungry teenage son! Mom and Dad used to bug me about spending so much time **thinking** about girls, until I said, "OK, I'll think about **guys!**"

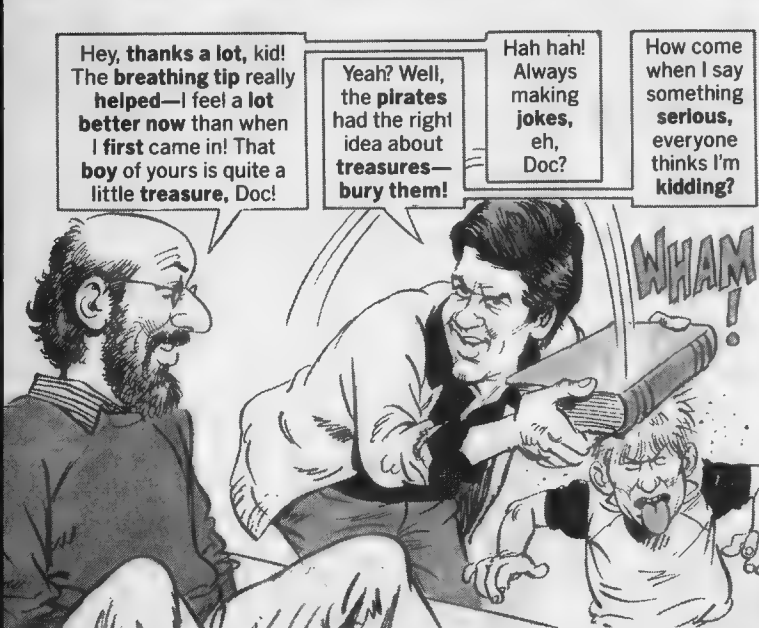
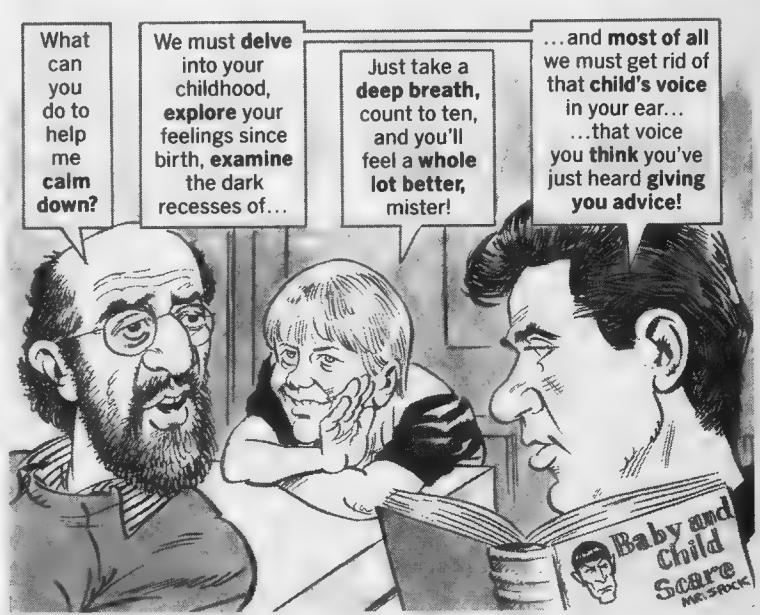
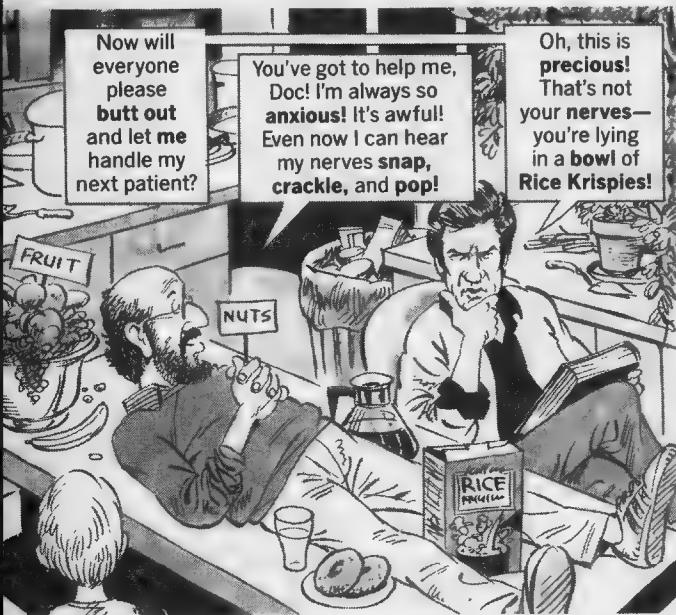
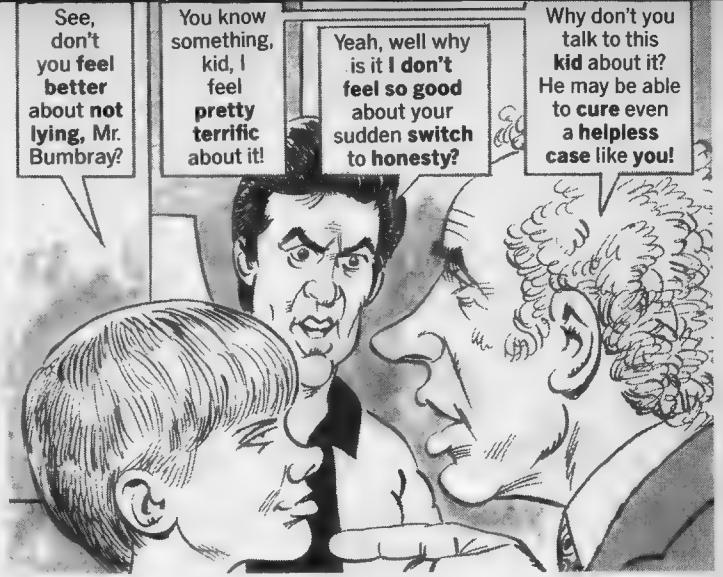
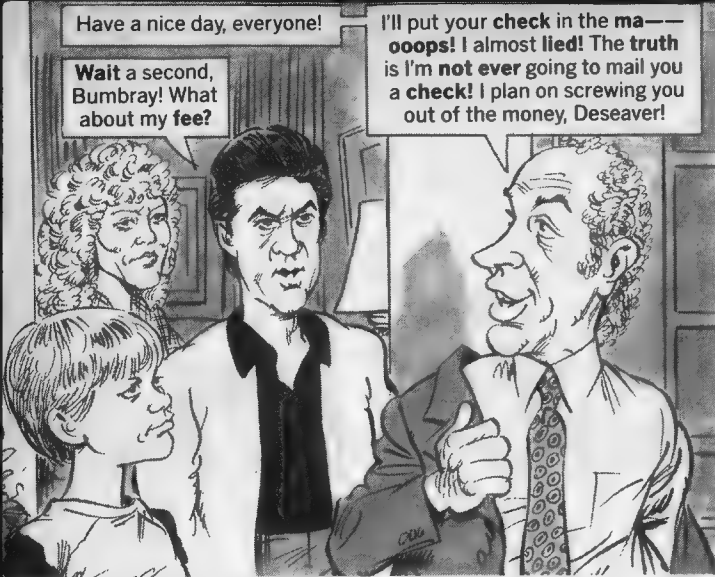


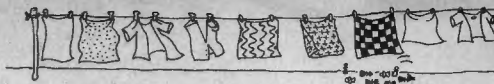
roaring Pains

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE WITH DICK DE BARTOLO







And what hilarious neurosis does this patient have?

I'm Edward Hughes, a rather adorable kleptomaniac!

Gee, Dad, is it safe to have a maniac loose in our house?

Sure! We have your brother, Syke, with us, don't we?!



Actually, Ban, "Crazy Eddie" isn't really insane! Kleptomaniacs just have a compulsion to steal!

Great! Maybe he can steal you some funny lines, Dad! You've been under too much stress trying to come up with your own!



The school bus is here, kids! All out!

It was nice meeting you, Mr. Hughes! If you're hanging out at the mall, I can use a new stereo!

Syke, Mr. Hughes is a sick man! Besides, you'll have to wait your turn—your mom ordered a microwave and I asked for a VCR!



LATER ONE EVENING

Yes, that's right! One with sausage, one plain, one with mushrooms, and one with everything...

Isn't Mom terrific? She works all day and still finds time to order dinner out every night!

Do you think we'll ever have a meal Mom cooked?

There's an outside chance if Mr. Hughes steals that microwave she asked him for!



Hey, gang, try not to drip sauce on the table! Patients are complaining about "food stains"!

Let's act like we're really interested in the kids! How was class today, Carob?

Gross! We're supposed to bring our fathers to class for demonstrations about their professions!

What's so gross about that?

Well, Meg's father is a proctologist, and he showed...

Don't be gross!



That's enough interest in the kids! Now let's talk about my favorite subject—me! Today I had a really fascinating patient, a truly split personality! He was half gentle person and half deranged killer!

Wow! Were you able to cure him?

Yep! Now he's just a totally deranged killer! I believe it's better to make a person whole, to be something rather than just a wishy-washy nothing!

Hmmm... That's like the bland leading the bland!



I had a good day, too! I made a move on that blonde cheerleader, exchanged numbers with that doll in my chem class, and had lunch with the entire girls' volleyball team!

Now I know why you're always too tired to do your homework! You should be grounded!



Let's not be too hasty, Muggie! We therapists believe in reaching out to people with **normal, typical problems**, and Syke, here, is just a **normal teenager with typical problems...**

His problems are **normal and typical** only for **wild animals in heat!**

Syke, do you realize that **books** can be as **important** and as **pleasurable** as girls?

Frankly, I think those who'd rather **curl up in bed** with a **good book** have the **problems!**

Your ceiling's finished, Doc! By the **second coat**, I got over the feeling I was Michelangelo—that hack would never give two coats to a ceiling job! I'll write you out a check...

Fine! Make it for **150 bucks**, Picasso!

How come, Doc? I thought your consultation fee was **75.00!**

Yes, but you have to pay the **ceiling price!** It took two coats to cure you, remember?



And please come back if you ever feel you're **another famous person**, like "Mr. Clean"!

Why do you say that? Is it my **bald spot**? Do I look like "Mr. Clean"? I'm so **easily influenced** by others that I become the **person** I think they really want me to be!

The only way you can find out if you really are "Mr. Clean" is by scrubbing the **upstairs bathroom**, polishing the new **microwave oven** and washing off the **kitchen couch...er, I mean the kitchen table!**

Dad's moved back to his **office** and he's got a **brand new patient**, so walk very **quietly!**

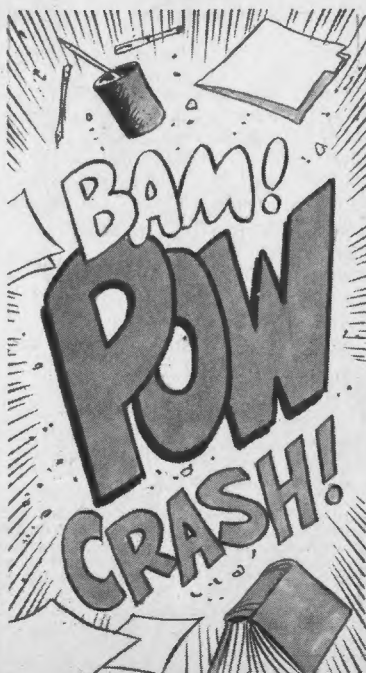
Don't worry, Carob, I won't disturb him!

It's me I don't want you to **disturb!** I'm trying to **listen through the door!**

Doctor, please help me, I'm **desperate!** I have two sons—one's a **snot-nosed brat**, the other's a **sex maniac!** My daughter's a **nerd**, and my husband's a **concelted, self-centered, no-talent egotist** who thinks he's so cute...



Okay, Muggie, that was **very good!** You got out all your little **hostilities** and I'm sure you're **feeling better** already! And to make you feel **even better**, I'm only going to **charge you \$50.00** for this session instead of the **usual \$75.00!** How's that?



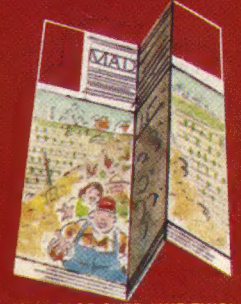
Actually I feel better now that I've **acted out** my **hostility** instead of just **talking about it!** As a matter of fact, I feel **so good** I'm going to give you the **full \$75.00!** How's that?



WHAT KIND OF
AID IS THE
GOVERNMENT
OFFERING
THE FARMER?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The British Farmer is in trouble and desperately needs some kind of help. Fold the page in as shown to find out what the government is going to give him.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD BACK SO "A" MEETS "B"

◀B FOLD THIS SECTION OVER LEFT



FARMERS ARE IN TROUBLE WITH BIG LOANS ON
HOMES, LAND, AND FARM EQUIPMENT. THE ONLY COURSE
LEFT IS TO SEEK AID FROM GOVERNMENT SOURCES...

A▶

◀B

